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Folio:

DECEMBER 1987 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00

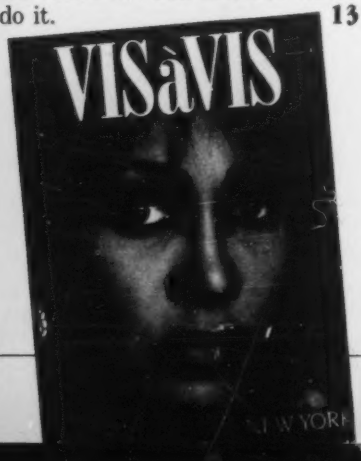
Fast trackers in magazine publishing

GLENN WOLFF

FOLIO: editors profile 20 talented and accomplished young people (35 and under) to watch in the magazine publishing business. **94**

Vis à Vis: Today's magazine of the future

Take a good look at this magazine, which responds in unique ways to today's readers, who have more and more to read and less time to do it. **131**



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1988: More pressure on ad sales

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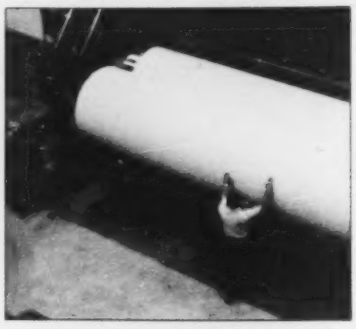

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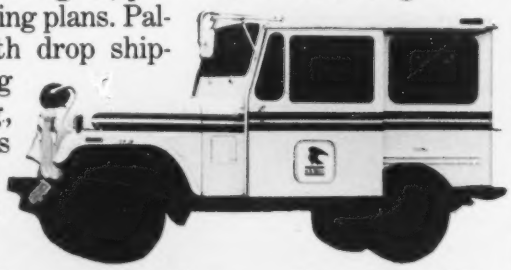
December 1987

Blunting the impact of the upcoming postal hike 15

In trying to keep rising postal rates from running away with their magazine budgets, publishers are looking at a variety of money-saving plans. Palletization, along with drop shipping, pool shipping and pre-barcoding, are among the options now being explored by dollar-conscious publishers.



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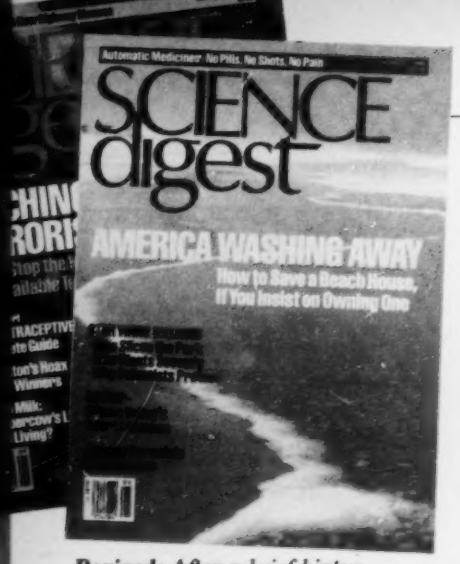
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***Revived:** After a brief hiatus,* Science Digest *is back, under one of its former editors and under a new publisher, Family Media.*

Digest name with its $26-million purchase of *Discover* from Time Inc. in June. Just a year earlier, Time Inc. had purchased the subscriber lists of both *Science '86* and *Science Digest*, all but eliminating *Discover*'s competition in the popular consumer science field. Grayzel notes that *Discover* has operated profitably since its first issue under Family Media management.

The new *Science Digest* will begin publishing on a bimonthly basis with a March/April cover date. The digest will not compete with *Discover*, as it will target "truly scientifically curious" readers and those who lack the time to read a number of scientific journals and publications. The magazine will brief readers on current science technology and medical news more completely than does *Discover*, says Grayzel. Although the magazine will contain some illustration, he adds, *Science Digest* will not have the color or photographic appeal of *Discover*.

The editor will be Frank Kendig, who formerly edited the original *Science Digest* before leaving to edit the launch of *Omni*. Kendig, who interviewed for the position of editor of *Discover* when Family Media made the acquisition, apparently sparked the company's interest in rekindling *Science Digest*.

Discover remains the primary interest for Family Media, Grayzel stresses. *Science Digest*'s separate sales force will work independently on some single-sponsor issues for their own publication. So far no combination buys have been structured for the two science magazines. There is, however, a 25 percent corporate discount for *Discover* ads purchased in conjunction with Family Media's six other titles, including *Health, 1,001 Home Ideas, Savvy* and *HomeOwner*.□

Ziff-Davis split may signal end of computer dog days

Ad spending bounces back in computer field, spurring growth plans

Ziff-Davis Publishing Company's recent decision to split its publishing operations into two separate divisions may reflect a resurgence in the computer industry and in the computer magazine field.

In September, Ziff Communications president Kenneth Koppel announced the decision to form two groups from the six-title computer publishing division. William Lohse, former publisher of *PC Magazine*, was named group vice president in charge of *PC Magazine, MacUser* and *A+*. J. Scott Briggs, former publisher of *PC Week*, also became group vice president for *PC Week, Digital Review* and *PC Tech Journal*.

The split is designed to allow Lohse and Briggs to investigate and act more effectively on growth opportunities in the computer magazine field, states Lohse. The magazines, he says, have seen substantial growth in ad sales over the last year, and Ziff is now prepared, financially and organizationally, to invest in launches and acquisitions as opportunities arise. Lohse said in October that several projects were under consideration, but he would not elaborate.

Combined ad revenues for the six magazines rose 43 percent over the last year, according to Koppel. *PC Magazine* saw ad revenues leap 69 percent.

Lohse notes that the size of the computer advertising market has near-

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ly doubled in the last two years, although advertising expenditures retreated in the early part of that period. During those two years, he adds, *PC Magazine* nearly doubled its circulation, and its ad sales nearly doubled in the last year alone.

Throughout the computer magazine industry, in fact, ad linage grew 26 percent from January to September this year, following a 24 percent decline in pages from 1985 to 1986, according to Sheila Clarke, president of Adscope, a Goldendale, Washington, ad tracking service specializing in computer titles. *PC Week* and *PC Magazine* ranked No. 1 and No. 2 in the field in ad pages through September.

Computer magazines also topped the list in ad revenues for all business titles during the first half of the year. *PC Magazine* ranked No. 1, followed by *PC Week* and *Computer World*, a CW Communications/Inc. title.

The increase in pages is spilling into consumer business and financial titles, as it did in the early 1980s, adds Clarke. *Business Week*, *Fortune* and *The Wall Street Journal* have seen computer ad pages rise more than 7 percent.

Ziff-Davis tops computer field

Ad pages through September

PC Week (Ziff)	4,986
PC Magazine (Ziff)	4,149
Computer World (CW Comm.)	3,108
Byte (McGraw-Hill)	2,223
PC World (PC World Comm.)	1,193

Source: Adscope

***Leading the computer field** in ad pages and revenue, the two Ziff-Davis titles also led all business magazines in ad revenue.*

While Ziff-Davis is a prime beneficiary of the ad resurgence, it faces increasing competition from other publishers. Although the field was winnowed to some degree throughout 1986, microcomputer magazine launches continue at a rapid clip. This year's new publications include *Compute's PC Magazine*, *Publishing Systems*, *Macintosh Today*, *PC Resource*, *PC Clones*, *Boston Computer News* and *Computer Graphic*. Other magazines are refocusing—in October *Family Computing* became *Family & Home-Office Computing*.□

A double celebration for *Honolulu*

Honolulu commemorates 100 years of publication in January 1988, but its year-long celebration began in November. Designated the centennial issue by Honolulu Publishing Company, the special November issue closed at three times its normal number of pages. Its cover featured a hologram of King Kalakaua, the last king of Hawaii and the man who established the magazine by royal charter. Originally known as *Paradise of the Pacific*, the magazine is the oldest publication west of the Mississippi River, publisher David Pellegrin points out.

Ten years ago Honolulu Publishing Company, Ltd., was founded to take over responsibility for the magazine. In the past decade, the company converted *Honolulu* to a paid circulation of more than 32,000, and added 10 publications to its roster, including *Spirit of Aloha*, *Hawaii Drive Guides*, *Hawaii TV Digest*, *Hawaii Investor* and *Hawaii Star Vacation Guides*. While the flagship notes its 100th anniversary, the publishing company

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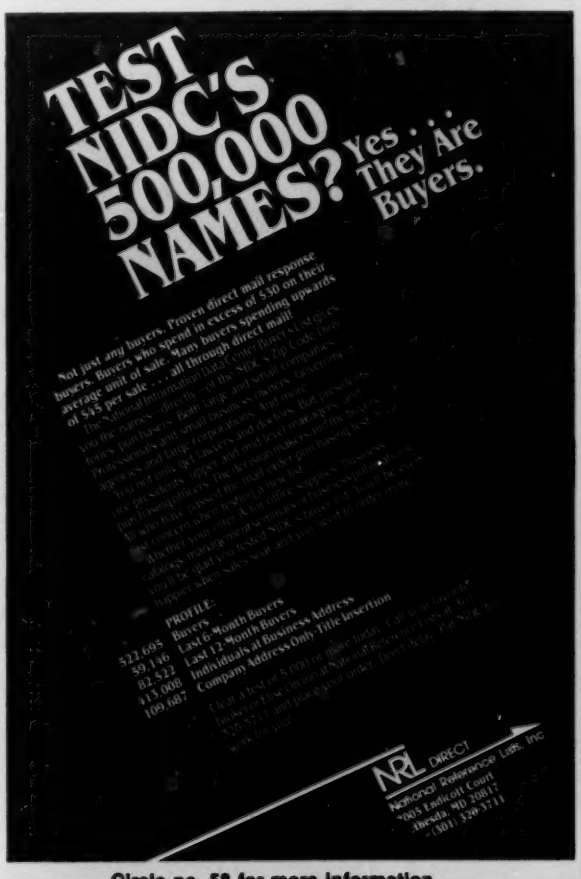
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